



JOSELYN WARGA

MY PORTFOLIO WEBSITE

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## PROFESSIONAL OBJECTIVE

As a creative and driven fashion and retail studies graduate with a strong foundation in apparel design, sustainability, and customer-focused innovation, I am passionate about creating thoughtful, trend-relevant designs that blend style with purpose. Sustainability is an important part of my design approach, and I'm inspired by the fashion industry's shift toward responsible practices and continuous innovation. With over a decade of experience in competitive gymnastics, including five years at The Ohio State University, I have developed a team-oriented mindset, resilience, discipline, and a drive to be the best. I'm excited for the opportunity to apply my creativity, technical skills, and passion in a role that values innovation and meaningful impact.

## WORK EXPERIENCE

### ABERCROMBIE & FITCH | EASTON TOWN CENTER, COLUMBUS, OH Brand Representative

JUNE 2025 - PRESENT

- Deliver a welcoming customer experience by greeting clients, assisting in fitting rooms, and providing style support to enhance satisfaction and drive sales
- Manage merchandise flow, including running go-backs, restocking the sales floor, and maintaining an organized stockroom
- Operate the cash register with accuracy and efficiency, handling transactions and returns while upholding brand service standards
- Contribute to seasonal floor sets and visual merchandising updates, ensuring displays reflect brand aesthetics and enhance the in-store experience

### BUILT BY BORDA | COLUMBUS, OH Graphic Designer

NOVEMBER 2024 - PRESENT

- Partner with the business owner to conceptualize and develop original graphics, prints, and repeat patterns for branded merchandise aligned with brand identity and audience appeal
- Reimagine and refine logos and visual assets to strengthen cohesion and elevate overall brand aesthetic
- Produce detailed product mockups and prototypes, applying knowledge of materials and print techniques to inform design decisions from concept to production
- Execute precise, production-ready artwork for digital and physical applications using Adobe Illustrator and Photoshop
- Drive measurable increases in customer engagement and sales through visually compelling, on-brand design solutions

### THE OHIO STATE UNIVERSITY | COLUMBUS, OH Women's Gymnastics Volunteer Competition Leotard Design Consultant

JUNE 2021 - JANUARY 2025

- Designed original leotard concepts for team competition, presenting creative options aligned with aesthetic, functional, and branding goals
- Collaborated with Head Coach to refine competition leotard designs, ensuring a cohesive and professional team appearance
- Created detailed technical design flats in Procreate, translating creative concepts into clear, production-ready visuals

### ROWE BOUTIQUE | COLUMBUS, OH Sales Associate

JULY 2023 - OCTOBER 2024

- Delivered personalized, brand-aligned styling experiences using product knowledge and trend awareness to elevate the client and in-store experience
- Supported visual merchandising by maintaining curated seasonal displays that reflected brand aesthetics
- Produced creative social media content—including styling videos, promotional graphics, and behind-the-scenes features—to drive engagement and brand storytelling
- Contributed to seasonal floor sets and display refreshes, providing input on layout and product placement to enhance visual impact

## EDUCATION

### THE OHIO STATE UNIVERSITY | COLUMBUS, OH Bachelor of Science in Human Ecology: Fashion and Retail Studies Relevant Studies

GPA: 3.891

Graduated: May 5, 2024

- |                     |                             |                             |                 |
|---------------------|-----------------------------|-----------------------------|-----------------|
| • Apparel Design    | • Technical Flat Sketching  | • Trend Forecasting         | • Marketing     |
| • Brand Development | • Sustainability in Fashion | • Fashion History & Culture | • Merchandising |

### THE OHIO STATE UNIVERSITY | COLUMBUS, OH Diversity, Equity, and Inclusion Certificate Relevant Studies

GPA: 4.000

Graduated: May 4, 2025

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|------------------------------------|-------------------------------------|-----------------------|
| • Diversity Awareness              | • Equity Strategies                 | • Inclusion Practices |
| • Conflict Resolution and Allyship | • Bias and Discrimination Awareness |                       |

## SKILLS

- |                     |                                       |                           |
|---------------------|---------------------------------------|---------------------------|
| • Adobe Illustrator | • Customer-Focused Design             | • Color & Fabric Analysis |
| • Adobe Photoshop   | • Fast-Paced Environment Adaptability | • Sustainability Research |
| • Sketching & Flats | • Problem-Solving Abilities           | • Time Management         |
| • Trend Forecasting | • Cultural Awareness                  | • Collaborative Teamwork  |